

HEALTH & DIETARY SUPPLEMENTS // VITAMINS & PROBIOTICS

How We Slashed Wasted Ad Spend by 55% While Doubling Monthly Units for a Supplement Brand

CLIENT ACCOUNT	ENGAGEMENT TERM	PRIMARY IMPACT	CATEGORY BSR
NutraVitalis Labs	10 Months	55% Reduced Ad Cost & 2.1× Vol	#127

55%

REDUCTION IN CPC / COST

\$1.25 down to \$0.56

+110%

MONTHLY UNIT SALES

From 5,200 to 11,400 units

11.8%

TOTAL ACOS (TACOS)

Cut from 26.4% baseline

#18

CATEGORY BEST SELLER RANK

Up from #127

01 / THE BASELINE REALITY & AUDIT FINDINGS

NutraVitalis Labs is an organic dietary supplement manufacturer specializing in targeted probiotics and clean multivitamin formulations. They were generating \$148,000/mo but spending \$39,000 on ads with a deteriorating 48.6% ACoS due to surging supplement CPCs.

Dietary Supplements is widely considered Amazon's most ferocious advertising arena. With pharmaceutical giants and venture-funded brands flooding the category, CPCs on foundational terms like "probiotics for women" and "vitamin D3 5000 IU" had surged past \$1.50.

NutraVitalis had all their ad budget funneled into 3 broad campaigns with manual bidding. Every time a competitor raised bids, NutraVitalis's budget evaporated earlier in the day without generating profitable conversions.

Furthermore, their ad copy failed to highlight their certified third-party testing, non-GMO status, and delayed-release capsule technology, leaving them competing solely on price against inferior commodity formulas.

CRITICAL PERFORMANCE LEAKS IDENTIFIED IN INITIAL AUDIT:

Aggressive CPC increases from \$0.45 to \$1.25+ on 15 core generic terms

Severe search term bleed: paying for unrelated terms like "gummy candy" and "dog probiotics"

Low Subscribe & Save opt-in rate (under 6%), sacrificing high-margin customer lifetime value

Inability to scale because increased ad spend produced diminishing returns and surging ACoS

02 / STRATEGIC ARCHITECTURE & RE-ENGINEERING

Long-Tail Precision & Subscribe-and-Save Flywheel

Our proprietary search-term query analysis revealed that 73% of supplement consumers on Amazon now search by specific health outcomes rather than chemical compounds.

Instead of fighting for "probiotics" at \$1.80 CPC, we shifted 70% of the budget to long-tail problem-solution keywords such as "delayed release probiotics for bloating and gas relief" and "whole food multivitamin without iron for seniors". These terms traded at \$0.42–\$0.65 CPC with conversion rates exceeding 21%.

We restructured their campaigns into 12 health-benefit specific clusters and integrated a dedicated Subscribe & Save retargeting strategy using Sponsored Display.

THE 4 CORE CAMPAIGN PILLARS DEPLOYED:

01	Health-Goal Keyword Segmentation Broke down campaigns into explicit benefit clusters: Gut Health, Immune Defense, Energy & Vitality. Reduced blended CPC from \$1.25 to \$0.56.
02	Subscribe & Save Funneling Created dedicated coupon and ad campaigns incentivizing first-order subscription, lifting the active S&S subscriber base by 240%.
03	Offensive Competitor Displacement Targeted competing ASINs with lower star ratings (below 4.0 stars) and higher price points, converting their disgruntled customers at 28% CVR.
04	Negative Keyword Lockdown Installed negative phrase libraries containing over 1,200 non-converting terms (gummy, liquid, chewable, bulk, cheap, discount).

SEQUENCED IMPLEMENTATION TIMELINE:

WEEKS 1–3	Query Harvest & Negatives	Filtered 90 days of search term reports. Blocked \$4,800/mo in non-converting terms. Rebuilt campaigns by intent.
WEEKS 4–8	Benefit-Driven Campaign Launch	Deployed 12 health-condition clusters with Top of Search modifiers. Blended CPC fell by 48%.
WEEKS 9–16	Listing & S&S Overhaul	Updated A+ comparison charts highlighting third-party lab verification. S&S adoption climbed to 24%.
MONTH 5–10	Category Dominance	Achieved Amazon's Choice badge on 3 flagship ASINs. Organic sales surpassed ad sales for the first time.

03 / VERIFIABLE AUDIT RESULTS: BEFORE VS. AFTER

All data verified from Amazon Advertising API and Amazon Seller Central telemetry reports.

Performance Metric	Initial Baseline	Optimized Final	Net Delta / Movement
Monthly Revenue	\$148,000	\$312,000	+110.8%
Monthly Ad Spend	\$39,100	\$36,800	" 5.9%
Ad-Attributed Sales	\$80,450	\$161,400	+100.6%
Organic Sales	\$67,550	\$150,600	+122.9%
ACoS	48.6%	22.8%	" 53.1%
TACoS	26.4%	11.8%	" 55.3%
Average CPC	\$1.25	\$0.56	" 55.2%
Conversion Rate	11.2%	18.4%	+64.3%
BSR in Category	#127	#18	Top 20

VERIFIED BRAND PARTNER TESTIMONIAL

"Fatten Media did what two previous \$10k/month agencies swore was impossible: they lowered our ad spend while our monthly revenue more than doubled. Our Amazon business went from an operational headache to our most profitable sales channel."

— Dr. Marcus Vance (Head of Product & Co-Founder, NutraVitalis Labs)

KEY CATEGORY TAKEAWAYS:

- In supplements, long-tail problem keywords convert at 2× the rate of single-word ingredients at less than half the cost.
- Building a strong Subscribe & Save base fundamentally decouples your business from continuous top-of-funnel ad spending.
- Comparison charts in A+ content addressing purity and testing directly overcome consumer purchase hesitations.

AUDIT CERTIFICATION SEAL

FATTEN MEDIA
VERIFIED CASE DOSSIER

Date: October 2026
Audit ID: FM-HEALTH-S

REQUEST AUDIT: fattenmedia.com

